

 voixly

Dock Line  Magazine

A NEW CREATION

**WEBSITE
DESIGN**

SEO

(SEARCH ENGINE OPTIMIZATION)



WHY YOU NEED A CUSTOM WEBSITE?

**38 PERCENT OF VISITORS WILL STOP ENGAGING WITH
A WEBSITE IF THE CONTENT OR LAYOUT IS
UNATTRACTIVE.**

WEBSITE BUILDING BASICS:

1. CAN I USE A DIY WEBSITE BUILDER?



PROFESSIONALISM

WHY PROFESSIONALISM IS IMPORTANT?

**48 PERCENT OF PEOPLE CITED THAT A WEBSITE'S
DESIGN IS THE NO. 1 FACTOR IN DETERMINING THE
CREDIBILITY OF A BUSINESS.**

WEBSITE BUILDING BASICS:

1. CAN I USE A DIY WEBSITE BUILDER?

SEARCH ENGINE OPTIMIZATION (SEO)



WEBSITE BUILDING BASICS:

1. CAN I USE A DIY WEBSITE BUILDER?



SITE MANAGEMENT

WEBSITE BUILDING BASICS:

1. CAN I USE A DIY WEBSITE BUILDER?



OWNERSHIP

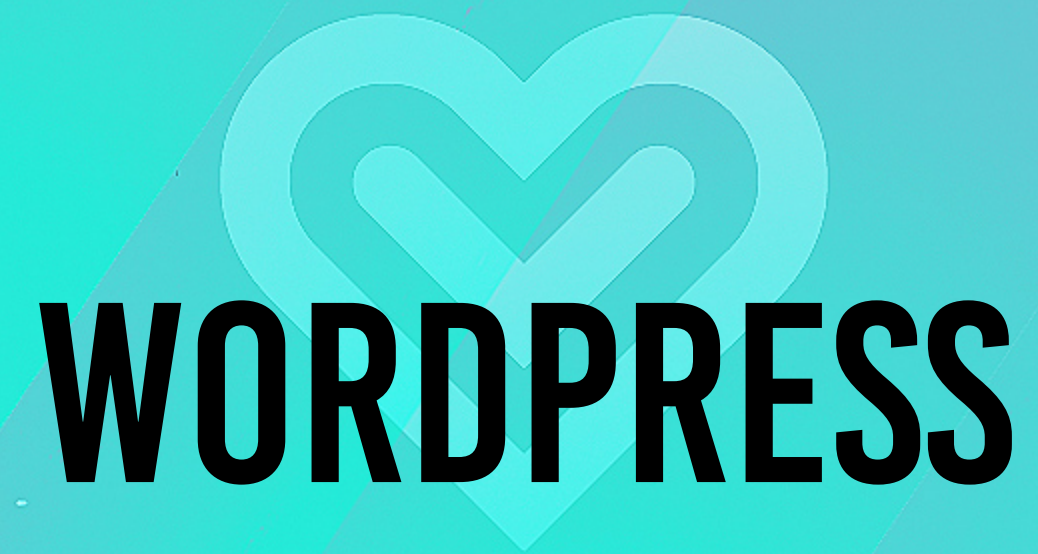
WEBSITE BUILDING BASICS:

1. CAN I USE A DIY WEBSITE BUILDER?



WEBSITE BUILDING BASICS:

2. WHAT PLATFORM SHOULD MY WEBSITE BE BUILT ON?



WEBSITE BUILDING BASICS:

3. WHAT DOES A GREAT WEBSITE HAVE?



BRANDING

ARNGREN.NET



MRBOTTLES.COM

WEBSITE BUILDING BASICS:

3. WHAT DOES A GREAT WEBSITE HAVE?



CLEAN & CUSTOM



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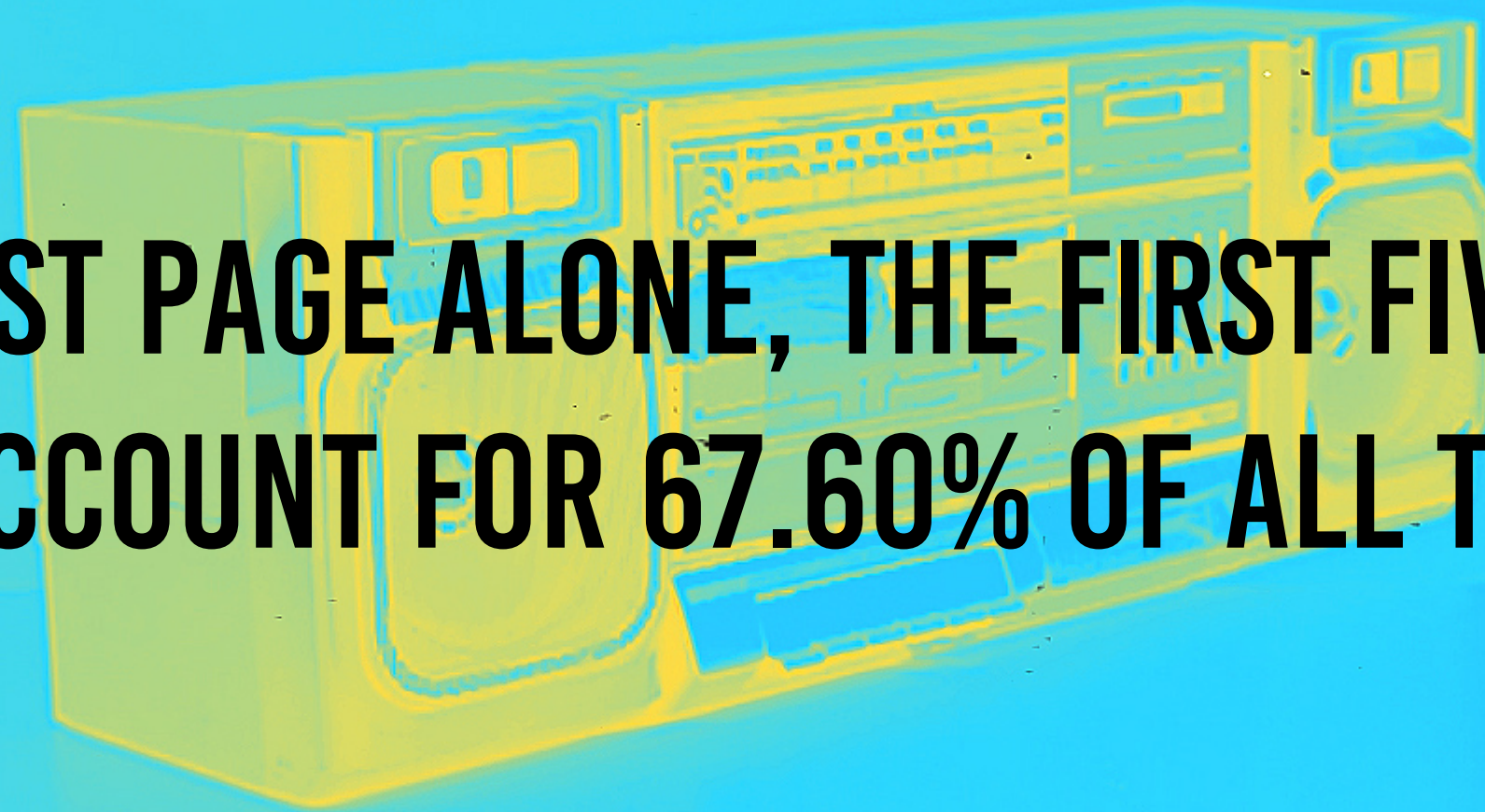
SEO SEARCH ENGINE OPTIMIZATION

WHY SEO?

**IN 2019 (TO DATE), GOOGLE ACCOUNTED FOR JUST
OVER 75% OF ALL GLOBAL DESKTOP SEARCH
TRAFFIC, FOLLOWED BY BING AT 9.97%, BAIDU AT
9.34%, AND YAHOO AT 2.77%.**

WHY SEO?


ON THE FIRST PAGE ALONE, THE FIRST FIVE ORGANIC RESULTS ACCOUNT FOR 67.60% OF ALL THE CLICKS.



SEO BASICS:

1. WHAT IS SEO?

SEO STANDS FOR SEARCH ENGINE OPTIMIZATION, WHICH IS THE PRACTICE OF INCREASING THE QUANTITY AND QUALITY OF TRAFFIC TO YOUR WEBSITE THROUGH ORGANIC SEARCH ENGINE RESULTS.



SEO BASICS:

1. WHAT IS SEO?



TRUTH VS LIE

SEO BASICS:

1. WHAT IS SEO?



SEO BASICS:

1. WHAT IS SEO?



BACKLINKS

SEO BASICS:

1. WHAT IS SEO?



QUALITY OF TRAFFIC

SEO BASICS:

1. WHAT IS SEO?

LOCAL VS NATIONAL



SEO BASICS:

1. WHAT IS SEO?



EVOLUTION

SEO BASICS:

2. WHAT DO I NEED TO MAKE MY WEBSITE RANK HIGHER?



LINK BUILDING

WHY BACKLINKS?

SOME BACKLINKS ARE INHERENTLY MORE VALUABLE THAN OTHERS. BACKLINKS FROM TRUSTWORTHY, POPULAR, HIGH-AUTHORITY SITES ARE CONSIDERED THE MOST DESIRABLE BACKLINKS TO EARN, WHILE BACKLINKS FROM LOW-AUTHORITY, POTENTIALLY SPAMMY SITES ARE TYPICALLY AT THE OTHER END OF THE SPECTRUM.

SEO BASICS:

2. WHAT DO I NEED TO MAKE MY WEBSITE RANK HIGHER?



SOCIAL MEDIA

SEO BASICS:

2. WHAT DO I NEED TO MAKE MY WEBSITE RANK HIGHER?



GOOGLE MY BUSINESS

SEO BASICS:

2. WHAT DO I NEED TO MAKE MY WEBSITE RANK HIGHER?



MOBILE OPTIMIZATION

WHY MOBILE MATTERS?

**IN 2019, 52% OF ALL WORLDWIDE ONLINE TRAFFIC
COMES FROM MOBILE, 45% FROM DESKTOP.**



WHY MOBILE MATTERS?



**62 PERCENT OF COMPANIES INCREASED THEIR SALES
BY DESIGNING RESPONSIVE MOBILE PLATFORMS FOR
THEIR WEBSITES.**

SEO BASICS:

2. WHAT DO I NEED TO MAKE MY WEBSITE RANK HIGHER?



GOOGLE AMP PAGES

SEO BASICS:

2. WHAT DO I NEED TO MAKE MY WEBSITE RANK HIGHER?



GOOGLE UPDATES

SEO BASICS:

2. WHAT DO I NEED TO MAKE MY WEBSITE RANK HIGHER?



RELEVANT CONTENT

WHY CONTENT MATTERS?



**82 PERCENT OF CONSUMERS FEEL MORE POSITIVE
ABOUT A COMPANY AFTER READING CUSTOM
CONTENT.**



QUESTIONS?